



# **Success Story**

Delaware District Office

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## **“All Dedication to Quality and Professionalism Shall Pay Off”**

**This is the motto Derrick Morgan, owner of Gallery I & II Barber and Beauty Salon stands by to keep his business flowing smoothly.**

**Derrick Morgan started out as a paramedic in New York, but he moved to Delaware after visiting a relative and found out that the cost of living was more economical. He pursued his dream of purchasing a home and he found employment as a phlebotomist. After about six months, Derrick decided he wanted to own his own business. He always had an entrepreneurial heart. He started with a paper route, managed a parking garage and attended one of toughest Architecture and Engineering Programs in the country at Cooper Union College.**

**Derrick opened his first business, Global Trade Morgan Enterprises, Inc., an import/export business. While this business was successful, Derrick wanted to do more. This dream came to realization when he moved to Delaware and could not find a barber to cut his hair the way he wanted it. He also noticed the lack of minority barbers in the New Castle and Newark areas. Since he also had his barber license, he decided that he would give a shot at opening his own shop. He approached a property management company and was shopping around in the Bear, DE area when a barbershop he had once visited in New Castle went out of businesses and the space became available. He did his research, made numerous trips to the SBA’s Business Information Center (BIC) to conduct research and obtained a SCORE advisor. He worked day and night putting together his business plan. “SCORE taught me about handling my finances”, said Derrick. “They told me that if I wanted to be successful and open other locations, that I needed to be persistent, and to be sure I could stand on my own two feet before trying to expand”.**

**In January 1997, Derrick opened the Gallery Salon and Barbershop. He worked seven days a week from 7 A.M. to 7 P.M. The hard work paid off and the Gallery became a success. His biggest hurdle was reestablishing a good impression in the community. The previous shop had a bad image and left the community with a negative impression. Derrick realized this early on and developed his motto, “All dedication to quality and professionalism shall pay off”. In doing so, he implemented some hard and fast rules for the barbers and the clientele. He stressed that the shop was a place where women, children, families, ministers, and other people from all walks of life should be able to come and feel comfortable while getting their hair cut or waiting for service. He told his barbers that they needed to conduct themselves in a professional manner and that they needed to be sure that their clients did so too. “These were my true growing pains”, said Derrick.**

**After about six months, business started to pick up. Derrick had successfully implemented a professional environment. The word was out that The Gallery was the place to go if you wanted a professional environment. Patrons have consistently told him how they appreciate the professional atmosphere.**

**In October 1999, Derrick opened his second shop. He was able to secure a second lease from the same property management company due to his excellent credit, payment history and professionalism as a tenant.**

**Financing for his venture was not a concern. With the savings he had for his home in New York, he was able to purchase a home in Delaware and had funds left over to start his business, since the cost of living in Delaware was a lot lower than New York.**

**In the spring of 2003, Derrick opened his third shop in the City of Wilmington. His ultimate goal is to have five shops throughout the state of Delaware.**

**Derrick has been approached by both Hodgson Vo-Tech and Howard High School to teach his profession.**

**Derrick resides in Middletown, DE with his wife Beverly and their two daughters.**